

# Insider London Company Visits

Discover the secret to  
London's success and  
explore the capital's most  
innovative companies.

In-depth business insight

For student and corporate groups

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# Introduction

London is a global hub of art, politics, commerce and finance but perhaps, above all, innovation. This is why Insider London seeks to delve beneath the surface of the capital's success with in-depth visits to the city's most innovative businesses.

We meet the talented individuals behind the brands to discover the story of unique companies – past, present and future. With engaging presentations tailored to the specific academic and professional interests and requirements of the group, this is a great opportunity for both academic and corporate groups.

Inspire your groups with real-life success stories and hands-on experience with innovative technology

Freshen up your boardroom meeting with a research trip to an innovative hub and take your business to a new level with some great new ideas and insight.

We specialise in innovation from a wide variety of sources. From AI to blockchain, finance to fintech, hospitality to architecture, we meet the star players across a wealth of sectors.

We have extensive partnerships with some of the world's leading global corporates as well as London's rising stars who keep the established brands on their toes.

**Get in touch via [contact@insiderlondon.com](mailto:contact@insiderlondon.com)**  
**Connecting the worlds of business, education and innovation**  
**Company visits for academic and corporate groups**

Seedrs is the leading equity crowdfunding platform and the most active funder of private companies in the UK. From fintech to food and beverages, they support companies from a wide range of industries to seek investment.

Well-known brands such as Cheeky Panda and Tossed have succeeded through Seedrs and over £1 billion has been invested to date.

The platform aims to make investment easy for anyone from angels and VCs to the general public, all managed online.





Born in Silicon Valley, meet the world's largest peer-to-peer car-sharing platform. Now turning heads this side of the Atlantic, Turo operates in over 7,000 cities in North America. These seamless digital disruptors are driving the future of travel.

This flexible marketplace offers a great return on investment for car owners and thousands of options to suit a range of customer needs. Featured in Bloomberg, Forbes and CNN, find out why everyone's talking about Turo.



# Metro Bank

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Born after the 2008 economic crash, Metro Bank is the first new high street bank to be founded in the UK in over 150 years. The retail bank has since flourished, providing fantastic services to both personal and business customers. Metro Bank boasts over £21M in assets and is listed on the LSE.

Celebrated for its community-oriented approach, its innovative business model is piquing the interest of business analysts around the world.



# Paysme at Barclays Rise

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A power force of digital transformation, Paysme specialises in small business support. Paysme provides Europe's first super-app for SMEs with a variety of innovative embedded tools from accounting and insurance to e-commerce and mobile payments. Specialising in three different sectors, Paysme offers tailor-made packages for all the financial needs of the SME.

Paysme are located at Barclays Rise – a global interconnected fintech hub which brings together the most engaged pioneers to collaborate and create the future of financial services.





# Transmission

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Transmission is the world's largest independent global B2B marketing agency, providing award-winning full-service offerings across brand, demand, and sales. Combining data-driven intelligence, innovation, and creativity, they craft powerful marketing solutions that drive business performance and deliver behaviour-changing results.

Their comprehensive suite of services and cutting-edge technology ensure that they stay ahead of the curve, delivering innovative solutions that help businesses thrive. Their client include Microsoft, LinkedIn, Dropbox, Salesforce





# Tribal Worldwide

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This world-class agency combines technology and marketing strategy to provide their clients with unique and meaningful online and off-line experiences. Working to re-define the customer experience, Tribal Worldwide are part of a proud global network, the Omnicom group, specialising in the development of advanced technical solutions.

Boasting clients such as BA, McDonalds, Adidas and Volkswagen, Tribal Worldwide provides the highest performing marketing for the twenty-first century. Specifically adapted and restructured to better serve brands in the experience economy, this agency has its finger on the pulse of modern living.



# Formula Media

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With their finger on the pulse of the latest digital trends, Formula Media is at the cutting-edge of marketing. This agency integrates CTV, AI, AR, VR and much more to create original, creative and meaningful stories. With the brand as the protagonist, Formula Media blend engaging storytelling with the innovative use of many types of client data.

Come and meet the CEO of this award-winning firm the future of digital marketing from the Metaverse to NFTs.



# Fashion Enter

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Visit Fashion Enter to see for yourself the whole clothing manufacturing production process.

At Fashion Enter, sustainability is key. The company's CAD room ensures that garment cutting is optimised to reduce wastage and maximise quality.

The company minimises inefficiencies and reduces costs by providing employees with a phone to digitise production, making sure that each employee is accountable for their work. With its innovative technologies and commitment to sustainability, Fashion Enter is the perfect partner for clients looking for high-quality and ethical garment production.





Tackling one of the greatest challenges of our time, Agribot is a tech company with a difference. Using precision agriculture to identify problems early, maximise efficiency and optimise yields, Agribot use AI and real-time satellite data to help solve the global food crisis.

Agribot is part of the CKX Group - the international pioneers of AI building bespoke solutions for a variety of sectors and governments all around the world.



# Quirk Money

Come and discover this groundbreaking app cleverly positioned to target Gen-Z. Quirk Money uses a unique blend of technology and psychology to empower their users to track and save their finances. By integrating AI and psychometric testing, this fintech app offers a truly personalised experience to allow users to better understand their spending decisions.

Backed by Telefonica, SFC, Koa Health and RCA Innovation, Quirk is uniquely placed within the fintech marketplace.



A digital marketplace that connects care seekers via a personalised service to find the best care homes and retirement living communities in the UK. With their unique platform, Lottie provides extensive information and guidance at every step.

Committed to promoting ethical and sustainable practices, Lottie ensures that their services are accessible to everyone.





Bringing together the worlds of big data, AI, finance and retail – come and meet the CEO of Loke. Loke builds branded mobile payment solutions designed to increase customer spend per transaction, increase the frequency of transactions and reduce labour costs.

Capitalising on the innovative use of data – the most important currency of the modern age – Loke offers a sophisticated rewards system and has partnered with the National Australia Bank, the Development Bank of Singapore and Nando's.



Using the latest IoT technology, Unify.id is transforming sustainability, safety and building management. Unify.id helps businesses to understand their real building usage to cut energy costs and slash carbon emissions the smart way. From RFID smart cards to facial recognition, their innovative solutions can enhance evacuation safety protocols.

Come and discover Unify.id at their base in Level 39, at world centre for Internet of Things (IoT) technology at 1 Canada Square, Canary Wharf.



# Aberrant Architecture

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Come and meet the inspirational co-founders of one of the UK's most exciting architectural practices. Transforming, left-behind spaces into beacons of community pride, Aberrant Architecture boasts a dynamic international portfolio of educational spaces, retail, workplaces and more.

This award-winning firm is the first architectural residents of the V&A. Inspired by the past but focusing on the future, Aberrant Architecture have been featured in Dezeen, Wired, the Architect's Journal and more.





# Fintech for the Future Workshop

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Only available for corporate groups, this workshop showcases the leading lights of UK fintech.

UK start-ups are creating the freshest solutions to the toughest challenges in multi-billion and trillion dollar markets, and this is your opportunity to come and meet them. Insider London provides a careful selection of the hottest talent and innovation in the UK fintech sector.

With fintech application potential in a wealth of sectors, these are companies at the forefront of practical application of advanced technology.

Previous participants have included pioneers of AI data security and post-blockchain technology.



# Asset Management & Trading Workshop

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Led by a former policy advisor in the European Parliament with extensive experience working for the world's largest financial services companies - jump into the world of trading and asset management.

This session provides fantastic insight into the real-life workings of the financial sector and the stock exchange. From building a portfolio to anticipating market trends – this session is tailored to the needs of the group.



# Web Design Workshop

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Facilitated by the winners of the 2020 Mobile Web Award by the Web marketing Associations, this interactive workshop delves deep into website creation. Explore the design, structure and presentation of websites with this interactive session. In 90 minutes, explore the full website framework including client liaison best practice.

With specialists in designing for companies from a wide range of sectors from retailers to legal firms, this website provides the opportunity to learn from the best.





# Business Model Canvas Workshop

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Let loose your inner entrepreneur!

Join Insider London for this perfect introduction to practical business skills. In this in-depth session, find out what it's like to run your own business. We provide a fun and interactive session with an easy-to-follow business model canvas.

Costings...markets.. potential partnerships? No idea? No problem! Come and create your own personalised business strategy at a vibrant and colourful co-working space. Experience the daily life of a London entrepreneur.



# Defining Leadership Workshop

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It's always a good time to develop your leadership skills and unlock your team's potential! Insider London has partnered with a highly-qualified facilitator and performance coach with an extensive background in Psychometrics and Human Synergistics.

Do you want to hone your negotiating and influencing skills? Do you want to motivate your team? Discover the crucial characteristics of a power leader here. With a special focus on different types of leader and the practical application of inter-personal skills, each workshop will reflect your business needs.

Be the driving force – success starts at the top!



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